No.	Indicator	Definition	Importance	Analysis	IA Theme	Data	Units	Primary Source	Source Year	Primary Source Link	Second Source	Third Source
3	Median Housing Values	Median housing value divides the value distribution into two equal parts: one-half of the cases falling below the median value of the property (house and lot, mobile home and lot, or condominium unit) and one-half above the median. The data include only units that are owned or on the market and reflects what the property would sell for if it were for sale.	Rising median home values have displaced many longtime residents and discouraged development in central Austin. Imagine Austin calls for the creation of more affordable housing by way of partnerships and incentives to bring families back into the urban core.	According to Imagine Austin, median housing values have risen by 85 percent over the last 10 years, while household incomes have remained stagnant.	Liveable	$217,700	dollars	US Census, American Community Survey 1-Year Estimates, 2007-2011,Table B25077	2011	http://factfinder2.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t#	http://www.austintexas.gov/department/housing	http://www.austintexas.gov/sites/default/files/files/Housing/Action_Plan/FY_2013-14/_13-_14_Community_Needs__Assessment.pdf
4	Median Gross Rent	Median gross rent divides the gross rent distribution into two equal parts: one-half of the cases falling below the median gross rent and one-half above the median. The data include only renter-occupied housing units paying cash rent.	A majority of Austinites rent and do not own their property. The tighter mortgage market means rental property will continue to play a large part in housing Austin's residents.	The current supply of rental properties is lagging behind demand resulting in an increase in rents that is expected to continue into 2015. This is especially challenging for low to moderate income renters who can no longer afford to stay.	Liveable	$905	$ per month	US Census, American Community Survey 1-Year Estimates, 2007-2011, Table B25064	2011	http://factfinder2.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t#	http://www.austintexas.gov/department/housing	
71	Bicycle Lane Miles and Percentage of Streets	Miles of bicycle lanes and percent of streets with lanes, which is calculated by dividing the actual linear miles of bicycle lanes by the potential linear miles of bicycle lanes within the city limits.	Bicycle lanes also increase access and connectivity to jobs and services, and walking contributes to health, reduces emissions, and add to the quality of life in a community.	Analysis to be provided at a later time.	Mobile and Interconnected	130	linear miles	City of Austin, Public Works	2013	http://www.austintexas.gov/department/bicycle-program-0		
37	Total Water Pumpage in gallons per capita per day	The Gallons Per Capita Per Day (GPCD), which is the total water pumped from Austin Water treatment plants, divided by the population of its service area, both residential and wholesale, per day. Annual population estimates are derived from census data and historical trends and have been updated to reflect 2010 Census figures.	The total pumpage per capita per day is how Austin Water tracks our community's progress toward meeting City Council's goal of reducing water use in Austin to 140 gallons per capita per day or lower by 2020.	The Austin Water Utility reports that we are on-track to reach the Council's goal of 140 overall gallons per capita per day (GPCD). GPCD is down 13% since 2006.	Natural and Sustainable	142	gallons	Austin Water	2013	http://www.austintexas.gov/department/austin-daily-water-usage		

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70	Percentage of Street Frontage with Sidewalks	Percent of street frontage with sidewalks calculated by dividing the actual linear miles of sidewalks by the potential linear miles of sidewalk within the city limits. Data from the City of Austin GIS sidewalk layer.	Sidewalks increase access and connectivity to jobs and services, and provide a number of benefits such as walking contributes to health, reduces emissions, and add to the quality of life in a community.	Since 2008, approximately 43% of all streets had sidewalks.	Mobile and Interconnected	43.6	percent	City of Austin, Public Works	2013	http://www.austintexas.gov/department/pedestrian		
35	Development Within the 100-Year Floodplain	The change in the number of buildings built in the 100-year floodplain. Floodplains are the areas likely to flood when our creeks rise and flow over their banks.	Tracking development within the floodplain allows us to assess the risk to public safety. The 100-year floodplain is only suited for very limited development due to that risk.	Analysis to be provided at a later time.	Natural and Sustainable	TBD	square miles	City of Austin Watershed Protection	TBD			
5	Residential Vacancy Rate	The number of vacant or uninhabited housing units divided by the total number of units. Vacant units are excluded from the housing inventory if they are open to the elements, that is, the roof, walls, windows, and/or doors no longer protect the interior from the elements. Also excluded are vacant units with a sign that they are condemned or they are to be demolished.	Vacancy status has long been used as a basic indicator of the housing market and provides information on the stability and quality of housing for certain areas. The data is used to assess the demand for housing, to identify housing turnover within areas, and to better understand the population within the housing market over time. These data also serve to aid in the development of housing programs to meet the needs of persons at different economic levels.	According to the Neighborhood Housing and Community Development (NHCD) Fiscal Year 2013-2014 Community Needs Assessment,housing vacancy fell below 8% in 2011. There was a 2.7 percent increase in the number of housing units from 2009 to 2010. In 2011 however the increase in units was not as large, as only 5,303 units were added, nearly half as many as in the year before, leading to a nearly 1 percent decline in the vacancy rate.	Liveable	7.97%	percent	US Census, American Community Survey 1-Year Estimates, 2007-2011, C25004	2011	http://factfinder2.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t#	http://www.austintexas.gov/department/housing	http://www.austintexas.gov/sites/default/files/files/Housing/Action_Plan/FY_2013-14/_13-_14_Community_Needs__Assessment.pdf
17	Number of Affordable Residential Units Funded	The number of housing units built which receive all or part of their funding from federal or local government and which cost less than 80% of median income for a family of four.	Rising median home values have displaced many longtime residents and discouraged development in central Austin. Encourage more affordable housing to be created throughout the city through partnerships and incentives to bring families back into the urban core. Median Housing Value indicates.	Analysis to be provided at a later time.	Liveable	1,509	residential units	City of Austin, Consolidated Annual Performance and Evaluation Reports (CAPER)	2011-2012	http://www.austintexas.gov/department/housing		

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6	Cost Burdened Residential Units	Percent of households where monthly rent (plus utility and/or housing fuel costs) or mortgage payments (or other housing debt costs) equal 30% of more of a household's monthly income.	This metric provides a more complete picture of affordable it is to live in Austin, since housing costs are but one of the components of the cost of living.	According to the Neighborhood Housing and Community Development (NHCD) Fiscal Year 2013-2014 Community Needs Assessment, the number of rental households that are cost burdened, expending more than 30 percent of their household income on housing costs in Austin was 92,339 representing 48.6 percent of all occupied rental households. The number of cost burdened rental households has remained roughly the same in 2011 as in 2010.	Liveable	40%	percent	City of Austin, Neighborhood Housing and Community Development, Comprehensive Housing Affordability Strategy	2011	http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_5YR_DP04	http://www.austintexas.gov/department/housing	http://www.austintexas.gov/sites/default/files/files/Housing/Action_Plan/FY_2013-14/_13-_14_Community_Needs__Assessment.pdf
8	Community Gardens per 1,000 people	Community gardens are areas gardened collectively by a group of people. The acreage of community gardens is totaled, and divided by the City limit population, and multiplied by 1,000.	Community gardens are designed to enhance the attractiveness of a neighborhood, and allow people to gather in natural settings and learn about local food production, healthy diets, and the natural sciences.	Analysis to be provided at a later time.	Liveable	0.6	acres	City of Austin Geographic Information Systems layer	2013		http://www.austintexas.gov/austingrows	
11	Homeless Count	Number of persons who were identified and counted as homeless in the federally mandated Austin/Travis County Annual Point-in-Time Count. By its nature a count only includes persons who are homeless on the day of the count. Point-in-time counts tend to underestimate families and children and do not include individuals living in marginal situations.	Homeless persons are often subjected to the elements, crime, and other maladies which often results in tragic consequences. Imagine Austin calls for reducing homelessness through supportive housing, mental health services/counseling, and alcohol/drug treatment.	The number of homeless persons continue to be declining, but not by a dramatic amount.	Liveable	2,121	persons	City of Austin, Homeless Count	2013	http://www.austinecho.org/coc-reports/	http://www.austintexas.gov/budget/eperf/index.cfm?fuseaction=home.PerfMeasure&DEPT_CD=HHS&MEASURE_ID=7880&GP_CD=6BNS&DIV_CD=6SOC	http://www.austintexas.gov/department/housing

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38	Residential Water Consumption in gallons per capita per day	Same as the GPCD, but for single-family & multi-family water consumption. The data is based on all single-family and multi-family customers according to billing records.	This is a measure of water consumption, based on metered water volumes used by customers in the residential sector. This is an indicator of our community's water use and efficiency on the household level, independent of growth in the business or industrial sectors.	Since it is part of the overall total GPCD, this number is trending down similar to the overall GPCD. This metric needs more study since it is a relatively new measure.	Natural and Sustainable	84	gallons	Austin Water	2013	http://www.austintexas.gov/department/austin-daily-water-usage		
18	Rates of Disease, Obesity, and Tobacco Use	1) Current tobacco use: respondents 18 years and older who use smokeless tobacco every day or some days and/or are current smokers (see definition below). 2) Current Smoking: respondents 18 years and older who have smoked 100 cigarettes in their lifetime and now smoke every day or some days. 3) Obesity: respondents 18 years and older who have a BMI of 30 or greater, calculated by self-reported height and weight. 4) Cardiovascular Disease: respondents 18 years and older who were told by a health professional that they had a heart attack, angina/coronary heart	The chronic diseases associated with the risk factors of tobacco use, poor nutrition, and lack of physical activity (including some cancers, diabetes, heart disease, stroke, chronic obstructive pulmonary disease, and asthma) are the underlying causes of most deaths in Travis County.	Historical data from 2004-2010 provides mixed results on the personal health of those living in the Austin area. The good news is that use of any tobacco products among adults was stable for several years with reported usage beginning a decline in 2009. The prevalence of diabetes and cardiovascular disease among adults has remained stable over time. However, the prevalence of obesity (BMI≥30) has been on a steady rise. Note that BRFSS 2011 data should be considered as the new baseline and is not directly comparable to previous years of BRFSS data due to the addition of the cell	Liveable	various	various	Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System (BRFSS)	2011	http://apps.nccd.cdc.gov/BRFSS-SMART/SelQuickViewChart.asp, b		
41	Amount of Permanently Preserved Land	The acreage of the lands participating in the Balcones Conservation Plan, the Water Qualiity Protection Land (WQPL), and nature reserves managed by the Parks Departments are added together, then divided by the population of the City's jurisdiction. The change in the acreage of land that is preserved from development. These lands are typically set aside for species protection or protecting water quality.	The goal of the BCP is to potect and enhance the habitat of endangered and rare species as mitigation for land development. The goal of WQPL is to produce the optimal level of high quality water to recharge the Barton Springs segment of the Edwards Aquifer by managing protected land to restore prairie-savanna ecosystems and healthy riparian corridors. Nature preserves may also share these and other goals to protect areas from development.	Analysis pending	Natural and Sustainable	42,690	acres	Austin Water, Geographic Information System layer	2012	http://austintexas.gov/department/water-quality-protection-land		

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26	Developed Land Area	Change in developed land area in City ETJ. Developed area includes land that has been improved, either with buildings or other functions, including new parkland and open space.	Austin's urban, developed land area sprawled from 56 square miles to over 300 square miles between 1960 and 2010. Most of this development has not been compact, resulting in severe traffic, pollution, and costly and deteriorating infrastructure. Imagine Austin calls for most new development to occur in centers, along corridors and as infill development, while protecting agricultural and natural areas.	While the City has seen a good deal of redevelopment and infill, sprawl development continues to happen at a rapid pace, consuming vast areas of land. In simple terms, 45 square miles of land have been developed since 2006, or an area about the size of San Francisco. Imagine Austin reported that between 2003 and 2010, total developed land area increased from 53 to 64%. Current data shows the number to be 66.5%. Of the remaining 33% of undeveloped land, 9% is flood plains, riperian areas, steep slopes, and other in environmentally critical areas that are not	Natural and Sustainable	0	square miles	City of Austin, Planning and Development Review, Geographic Information Systems layers	2012			
93	Unemployment Rate	Unemployment rate: the percentage of individuals ages 16 and older seeking work who are in the civilian labor force. Low Income:	An indicator of prosperity of the community. Austin's typically low unemployment rate attracts investment and provides opportunity to residents. However, certain sectors of the population experience higher unemployment levels.	Analysis to be provided at a later time.	Prosperous	5.40%	percent	Texas Workforce Commission	2012	http://www.tracer2.com/cgi/dataanalysis/labForceReport.asp?menuchoice=LABFORCE	http://www.austinchamber.com/do-business/data-research/economic-indicators.php	
34	Development Within Edwards Aquifer Zones	Change in developed land area inside the City of Austin portion of the Edwards Aquifer Recharge and Contributing Zones. The aquifer is an underground layer of porous rock, sand or dirt that stores water. The contributing zone is where rainwater flows over land into creeks that “contributes” water to the aquifer. The Recharge Zone contains karst limestone where water flows through karst openings to driectly fill or “recharge” the aquifer.	The Edwards Aquifer is perhaps the most important environmentally sensitive asset that provides drinking water and feeds a number of springs in Austin, including Barton Springs and its pool. Imagine Austin calls for directing growth away from the Barton Springs Zone of the Edwards Aquifer recharge and contributing zones and other water-supply watersheds.	Approximately 9,500 acres have been developed in the Edwards Aquifer Rechard and Contributing Zone within the City's jurisdiction were developed since 2006.	Natural and Sustainable	9,455	acres	City of Austin, Watershed Protection, Geographic Information Systems layer	2012			

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36	Residents Living within Walking Distance to Parks	Residents living within ¼ and 1/2 mile walking distance of parks or accessible open space inside and outside of the urban core respectively.	City Council policy calls for publicly-accessible and child-friendly parks and greenspace to be provided within ¼ mile and 1/2 mile walking distance of all residents inside and outside of the urban core respectively.	The Urban Parks Workgroup Report Recommendations indicated that only 37% of residents in the urban core lived within 1/4-mile of developed parkland, a percentage well behind other major cities.	Natural and Sustainable	37%	percent	City of Austin, Urban Parks Study	2011	https://www.austintexas.gov/sites/default/files/files/Capital_Planning/Bond_Development/Parks_Open_Space_Committee/urban-parks-workgroup-final-report.pdf		
39	Environmental Integrity Index (EII)	Percentage of watersheds having good or better Environmental Integrity Index (EII) scores. EII is a comprehensive set of water quality measurements which collectively assess watershed health. The EII is a program designed to continuously monitor and assess the chemical, biological, and physical integrity of Austin's creeks and streams	The overall EII score is a comprehensive reflection of the health of Austin's creeks. It can be used to identify where problems occur and may be used to track the success of Austin's water quality protection efforts over time.	According to the 2012 State of the Environment Report, "Despite constantly increasing pressure from Austin's growing population, the quality of Austin's creeks has not markedly declined since the inception of Austin's protective water quality ordinances."	Natural and Sustainable	49%	percentage	City of Austin Watershed Protection	2012	http://austintexas.gov/department/environmental-integrity-index		
40	Tree Canopy Coverage of ETJ	Tree canopy measures the percentage of the area that is covered by tree foliage and is correlated with the health of the urban environment. It is measured using image analysis and geographic information system software, and is subject to error at smaller scales.	Austin's urban forest provides social, ecological and economic benefits to the community and enhances the quality of life for Austin residents. City policies and practices aim to preserve, maintain, and replace individual trees and the urban forest as a whole.	In 2006, Austin's tree canopy cover was estimated at 30 percent of the city's total land area. Areas with the highest coverage were found in the western part of the city near Barton Creek and Lake Austin (Imagine Austin, p. 54). City staff is creating a 2010 Tree Canopy dataset, with expected completion in late 2013.	Natural and Sustainable	31%	percentage	City of Austin Watershed Protection	2006	http://austintexas.gov/department/urban-forestry		
102	Percent of Residents With Health Care Coverage	Respondents 18 years and older who report having any kind of health care coverage, including health insurance, prepaid plans such as HMOs, or government plans such as Medicare.	Improving access to health care is a major goal of Imagine Austin. The percentage of Travis County residents with health insurance is decreasing and lower income families are less likely to be covered.	Historical data from 2007-2010 demonstrate that the percentage of adults who report having health care coverage has remained stable over time	Community Values and Respects	79.7	percent	Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System (BRFSS)	2011	http://apps.nccd.cdc.gov/BRFSS-SMART/MMSARiskChart.asp?yr=2011&MMSA=124&cat=HC&qkey=8021&grp=0		

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66	Annual Unlinked Transit Passenger Trips	The total numbers (millions) of passenger boardings on our bus, rail, and Mobility services. Passengers are counted each time they board a transit vehicle. The data are reported monthly and annually in terms of total unlinked trips and average trips by day type (weekday, Saturday, and Sunday).	Imagine Austin seeks to Increase public transit ridership by expanding service to activity centers, and increased efficiency of current system.	Since 1999, Austin has had around 36 million passenger trips. As a proportion of trips to work, transit's mode share increased slightly from 2000 to 2010, which is a positive trend. The total number of passenger trips is difficult to significantly change without increases in the transit system service, frequency and access. However as the transit system matures the expected trend would be positive as the population has more options to travel within the Austin area.	Mobile and Interconnected	33.9	millions of trips	Texas Transportation Institute	2012	http://d2dtl5nnlpfr0r.cloudfront.net/tti.tamu.edu/documents/ums/congestion-data/austi.pdf	http://www.capmetro.org/stats/	
67	Vehicle Miles Traveled Per Capita	An estimate of daily vehicle miles traveled on public roads divided by population. VMT is a composite measure based on traffic counts from more than one source.	Reducing Vehicle Miles Traveled (VMT) is a major goal of Imagine Austin. Increased vehicle use means increased pollution, congestion, delay and a general breakdown and overuse of our transportation infrastructure. It is a reflection of sprawl development, separation of home and work, and poorly designed infrastructure.	Total daily VMT has steadily increased since 1982. VMT decreased with a corresponding decline in economic activity during 2008. However, VMT is trending back upward. The land use scenario envisioned in Imagine Austin is more supportive of mixed-use, transit supportive and walking & cycling and should encourage a decline in VMT.	Mobile and Interconnected	17.59	per capita	Texas Transportation Institute	2006	http://d2dtl5nnlpfr0r.cloudfront.net/tti.tamu.edu/documents/ums/congestion-data/austi.pdf		
77	Percentage of Trips By Biking, Walking	The percentage of trips made using a bicycle or walking out of all means of transportation for workers age 16 and older.	Imagine Austin calls for investment in compact and connected development, including bicycle and pedestrian infrastructure, and greater use of that infrastructure through alternative forms of transportation.	Analysis to be provided at a later time.	Mobile and Interconnected	4.70%	pecent	Census, American Community Survey, 1-year Estimates, table B08301	2011	http://factfinder2.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t#	http://www.austintexas.gov/department/bicycle-program-0	

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78	Annual Trips Per Capita	The annual vehicle trips divided by the population of the study area. A trip is defined as travel directly between two anchor destinations, such as a trip from home to work.	This is a useful measure in determining the effectiveness of land use policies. The number of automobile trips have increased along with sprawl, since we have more distance to cover to obtain goods and services.	Analysis to be provided at a later time.	Mobile and Interconnected	TBD	per capita		TBD		http://www.fhwa.dot.gov/policy/2010cpr/chap1.htm	
83	Intersection Density	Number of intersections per square mile. Intersections are weighted evenly, regardless of number of connecting streets.	Research shows that intersection density has the most influence on walkability, and vehicle miles traveled (VMT). Walkable areas should have 200 intersections or more per square mile.	Core areas near Downtown, UT, and just east of IH-35 seem to have an intersection density that would encourage walking. Most centers and corridors have a long way to go, partly because they are not developed. North Burnet gateway has a low intersection density since it was mostly industrial.	Mobile and Interconnected	various	per square mile	City of Austin Planning and Development Review	2013			
85	Median Family Income	The median divides the income distribution into two equal parts: one-half of family households falling below the median income and one-half above the median.	Median family incomes have generally been outpaced by median housing prices, and are thus an indication of housing affordability and general prosperity.	According to the Neighborhood Housing and Community Development (NHCD) Fiscal Year 2013-2014 Community Needs Assessment,the trend in median family income has been relatively static.	Prosperous	$73,200	dollars	Housing and Urban Development (HUD)	2013	http://www.huduser.org/portal/datasets/il/il2013/2013MedCalc.odn?inputname=Austin-Round+Rock-	http://www.austintexas.gov/sites/default/files/files/Housing/Action_Plan/FY_2013-14/_13-_14_Community_Needs__Assessment.pdf	
88	Ratio of Jobs to Housing	A measure of the jobs to housing balance. The ratio between the total job count in a juirisdiction and the total household count, i.e., occupied housing in the same area.	Imagine Austin notes a regional mismatch between the location of residences and jobs partly as a result of lifestyle preferences, but also rising housing costs throughout the region. Prospective homeowners must “drive until they qualify” to find affordable housing that meets their needs, and many of these affordable units are found in distant subdivisions with limited transportation options.	The jobs to housing ratio in and around downtown is 20 or above, though this is improving due to the interest in urban redevelopment.	Prosperous	various	ratio	Census, City of Austin	2010			

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96	Small Business Growth	The yearly percentage change in the total number of employees working for businesses with 50 or fewer employees.	Increasing small businesses and entreprenuership is a major goal of Imagine Austin. Small businesses are a key component of Austin's economic vitality and resiliency.	Although the number of small business employees dropped from 2008-2009 during the recession, this number has been steadily increasing during the recovery. Small business employees jumped over 5% from 2010-2011 and 6.3% from 2011-2012. Small business employees represent 35% of all private sector employees in the Austin MSA.	Prosperous	6.30%	percent	Austin Chamber of Commerce	2010			
109	Percent of Total Population Increase between Centers and Corridors versus ETJ	The amount of population increase in Imagine Austin centers and corridors versus the entire extra-territorial jurisdiction. This is created by using the building permit data and other methods.	Imagine Austin calls for a majority of growth to occur in centers and corridors.	Staff requires additional time to create a methodology to estimate population growth in centers and corridors. This is because some of the population moving into the new units is from people already living in Austin. In the meantime, we can estimate that roughly 75% of the population increase due to new residential construction continues to occur outside centers and corridors.	Mobile and Interconnected	TBD	percent	City of Austin, CAMPO	TBD			
110	Percent of Total Jobs Increase between Centers and Corridors and ETJ	The amount of jobs increase in Imagine Austin centers and corridors versus the entire extra-territorial jurisdiction. This is created by using the building permit data and other methods.	Imagine Austin calls for a majority of growth to occur in centers and corridors.	Staff requires additional time to create a methodology to estimate job growth in centers and corridors. This is because some of the new construction is from companies and workers that are simply moving within Austin, and not from outside. However, we can estimate from the permit data that roughly half of new commercial construction occurred inside centers and corridors. While this may be construed as a positive trend, it also reflects the prevailing land pattern where commercial uses are clustered along major corridors and intersections, as	Mobile and Interconnected	TBD	percent	City of Austin, CAMPO	TBD			

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111	Total Non-profit Arts Revenue per Capita	The total revenues for arts nonprofits in Travis county, divided by its population. For any given county, average per capita revenue from these other sources besides earned and contributed can be estimated by subtracting the sum of program revenue and contributed revenue from this total.	Contributed and earned (program) revenue are the two financing streams with the greatest impact on Non-profit artsoperations, so they typically are of most interest to arts researchers and managers and researchers	When looking at the two financing streams indices that make up this indicator the program revenue (admission, subscription, and other fees) paid by the arts consumers is a multi-year average from 2003-09 and rose slightly when compared to the 2010 figure suggesting Travis County arts and culture nonprofits are competitive in the arts/cultural marketplace. However, the arts contributions (private giving) actually dropped slightly from the 2005-09 average in comparison to the collected 2010 figure. Without further study we don't know if this is merely the fact that the population has grown	Creative	$128.72	per capita	Americans for the Arts Index	2010	http://www.artsindexusa.org/where-i-live?c4=48453		
112	Creative Industries Businesses	The number of arts-centric businesses and arts-centric businesses, as defined by 644 codes in the Standard Industrial Classification (SIC) system and collected by Dun and Bradstreet, in Travis County for every 100,000 residents.	High per capita numbers may mean there are many options available to residents, but also higher competition for a share of consumer dollars and time. Comparatively low per capita numbers suggest comparatively few offerings – which could be a positive signal to entrepreneurs of need or market opportunity.	Travis County figures are behind King County, slightly behind Multnomah County, but significantly above Dallas County. We would have to do some more research (on the various SIC or NAICS systems) to better understand what the creative businesses are that makeup these various business category numbers in order to make a further analysis. The Economic Impact Study of the Cultural Sector – 20212 Update tells us that we have had a great growth in the digital media sector. Empirical evidence suggests film has been a growing industry in Austin. And, of course, who can refute the significance	Creative	553.37	per 100,000	Americans for the Arts Index	2009	http://www.artsindexusa.org/where-i-live?c4=48453		

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113	Overall Participation in Arts and Culture Activities	A sum of the percentages of adults who are reported by Scarborough Research as participating in each of these activities, and multiplying the sum by 100 (to make it easier to read). This makes it only a very rough estimate of overall participation.	A measure of how important arts and culture is to the overall community. Arts consumers are prone to enjoy more than one arts and culture activity. It can help local arts managers and leaders understand the breadth of community engagement in arts and culture activities.	Travis County figures are highly competitive with the other 3 comparative counties chosen (slightly behind only King County and significantly above both Multnomah and Dallas Counties). When digging deeper into the various kinds of multiple ways citizens engage in arts and culture it becomes clear that Austin has a great range and diverse offerings of the various art forms – popular entertainment (popular music [where we certainly excel!], comedy clubs [another rising artistic discipline in Austin], and other stage performances); live performing arts (theater, ballet, other dance forms	Creative	225.6	score	Americans for the Arts Index	2009	http://www.artsindexusa.org/where-i-live?c4=48453		
114	Percent of population that participates in physical activities	Percentage of adults who report that they engage in over 150 minutes of physical activity per week.	Exercise is part of the Healthy Austin program. Investing in accessible walking and biking networks and open space will provide residents increased opportunities for outdoor exercise as part of their daily routines.	Participation in physical activity has also remained stable over the years 2007-2010.	Liveable	80.3	percent	Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System (BRFSS)	2011	http://apps.nccd.cdc.gov/BRFSS-SMART/MMSARiskChart.asp?yr=2011&MMSA=124&cat=PA&qkey=8271&grp=0		
115	Violent Crime Rate per 1,000 Population	The number of Part I violent and property crimes, as defined by the FBI UCR (uniform crime reporting) program. Violent crimes include murder, rape, robbery, and aggravated assault. Crime rate is expressed as total offenses divided by Austin population/1,000.	Reducing crime is one of the goals of the comprehensive plan. Violent crime is a major problem in many cities. The plan calls for improved collaboration between public safety providers and city planners to employ best development practices to reduce crime through urban design, density, mixed use development, and improved lighting, among others.	The FY 2011-12 result was 1% lower than the FY 2010-11 result and 12% lower than the average of the last four years (FY 2007-08 through FY 2010-11). Austin's violent crime rate in 2011 (the most recent official results) was 4.30, which was considerably below the rate of 8.46 for large US cities.* Austin ranked 3rd safest city out of the 33 largest US cities in the violent crime rate.	Liveable	4.27	per 1,000	City of Austin Police	2012	http://www.austintexas.gov/budget/eperf/index.cfm?fuseaction=home.PerfMeasure&DEPT_CD=POLIC&MEASURE_ID=2816&GP_CD=11A1&DIV_CD=11AA		

No.	Indicator	Definition	Importance	Analysis	IA Theme	Data	Units	Primary Source	Source Year	Primary Source Link	Second Source	Third Source
116	Property Crime Rate per 1,000 Population	The number of Part I violent and property crimes, as defined by the FBI UCR (uniform crime reporting) program. Property crimes include burglary, theft, and auto theft. Crime rate is expressed as total offenses divided by Austin population/1,000.	Reducing crime is one of the goals of the comprehensive plan. Property crime in Austin has been higher than other major cities. The plan calls for improved collaboration between public safety providers and city planners to employ best development practices to reduce crime through urban design, density, mixed use development, and improved lighting, among others.	The FY 2011-12 result is 2% higher than FY 2010-11 result and 8% lower than the average of the last four years (FY 2007-08 through FY 2010-11). Austin's property crime rate in calendar 2011 (the most recent official results) was 52.35, which was higher than the rate of 46.48 for large US cities.* Austin ranked 27th safest city out of the 33 largest US cities in property crime rate.	Liveable	53.55	per 1,000	City of Austin Police	2012	http://www.austintexas.gov/budget/eperf/index.cfm?fuseaction=home.PerfMeasure&DEPT_CD=POLIC&DIV_CD=11AA&GP_CD=11A1&MEASURE_ID=2815		
117	Transportation System Total Annual Delay	The total travel time above that needed to complete a trip at free-flow speeds. The ranking of total delay usually follows the population ranking (larger regions usually have more delay).	Represents the overall size of the congestion problem.	Transportaiton system delay has steadily increased since 1982, peaking in 2005. It briefly decreased but is trending back upward. It is well established congestion has 'spread' the duration of morning, midday, and evening peak traffic periods. Much of the extreme commute congestion is located in the highest level corridors, such as IH-35 and Loop 1.	Mobile and Interconnected	38,307	1,000s of person hours	Texas Transportation Insitute	2011	http://d2dtl5nnlpfr0r.cloudfront.net/tti.tamu.edu/documents/ums/congestion-data/austi.pdf		